# ABSTRACT OF THE DISCLOSURE

A system for collecting marketing information enables manufacturers to efficiently gather marketing information and provide incentives to customers for the information. A retail store writes read-permission information in information storage media of a product at the time of checkout (step S2). A customer reads product identification information from the information storage media of a purchased product on condition that the information storage media stores the read-permission information (step S3). The customer transmits the product identification information and his/her customer information from a customer terminal (step S4). A manufacturer server receives the product identification information and the customer information from the customer terminal (step S5) and stores them in a relational structure, and also manages the provision status of incentives offered to the customer providing the information.